

Outcome 3 Communication and Outreach Strategy

Please complete the following worksheet to outline how short term and long term communication and outreach are planned to be integrated into the proposed project.

Project Name:

Describe the size/range of the community benefiting from the project:

(Number of homes, neighborhoods, etc.)

Ways the community is currently engaged:

(Community association meetings, community newsletters, community Facebook groups, etc.)

Key audiences include:

(Community stakeholders, education groups (scouts, schools, camps), county or state officials, elected officials, etc.)

The purpose of project outreach is to increase community understanding of:

Key messages that the project team may relay to key audiences include:

(What about the project will you be sharing with key audiences?)

How will you share information with key audiences:

(Communication & outreach strategies may include hosting site visits, attending community events, partnering with local non-profits, etc.)

The following communication & outreach Tools/Resources will be developed:

(Project factsheets, informational flyers, social media content, presentations for meetings, attendance at outreach events, videos, storymaps, data, surveys or interviews etc. Please also include challenges you might have developing tools/resources.)

The project team requests assistance from DNR on:

(specifically for communication and outreach efforts)

How might you measure the success of your communication and outreach efforts:

(Track number of: individuals reached, meeting attendees, homes involved, events or tours, etc.)
